

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|------------------------|--|--|
| Fall 2004 | Staff visits to community groups | Email and telephone. Staff visits to BECA, TCA, Cambridge Walk I & II and Charlas to announce neighborhood plan process and invite their participation. |
| Fall 2004 | Staff visits to Twinbrook area businesses. | Long Range Planner Bayonet and Neighborhood Resources Coordinator Bartlett visit area businesses to announce neighborhood plan process and invite their participation. |
| October 17 2004 | Staff letter to Twinbrook Civic Associations | Letter to Twinbrook Civic Associations informing them about upcoming planning process and inviting their participation. |
| November 2004 | Open meeting invitation/community survey. | Mailed to every address within the two Planning Areas. |
| November 9 and 16 2004 | Two open community kickoff public meetings, at Twinbrook Elementary and Meadow Hall Elementary Schools | <ul style="list-style-type: none"> • Invite/survey mailed to each address • Flyers in English, Spanish, Chinese, Korean and Vietnamese distributed to each business and placed at Twinbrook Library and Twinbrook Community Center. • Email through the Neighborhood Services listserv. • Announcement on the City's webpage. • Announcement on Channel 11. |
| January 2005 | Article in Twinbrook Voice | http://www.rocknet.org/Community/Twinbrook/jan05/3.pdf |
| March 7 2005 | Advisory Group appointed | Televised Mayor and Council meeting. Agenda at: http://www.ci.rockville.md.us/mayor-council/2005/07-05/Agenda-Item6.pdf |
| April 1, 2005 | Press release: "Rockville Ready to Establish new Neighborhood Plan for Twinbrook Area" | City of Rockville Public Information Office. |
| April 2005 | Advisory Group begins meetings. All meetings open. | Meetings held in Twinbrook neighborhood – initially at Twinbrook Community annex and subsequently at Glenview Mansion. |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|-----------------------|--|---|
| April 13, 2005 | Article “Twinbrook community ready to reshape plan” | Article in The Gazette, Rockville edition. |
| April 15-21 2005 | Article “Advisory group to voice Twinbrook residents’ agenda.” | Washington Business Journal |
| Spring 2005 (Ongoing) | Established Twinbrook Neighborhood Plan website | http://www.rockvillemd.gov/masterplan/twinbrook/index.html Sent postcard to every address in two planning areas informing of webpage and telephone hotline. |
| Spring 2005 | Established Telephone Hotline in four languages: English, Spanish, Mandarin and Cantonese | Information on postcard noted above. |
| Spring 2005 (Ongoing) | Established TNP Interest Group email list. Regular updates sent throughout the planning process. | Open to everyone who expressed an interest in the TNP. Email awallas@rockvillemd.gov to add name to the list. |
| May 2005 | Article in Twinbrook Voice | http://www.rocknet.org/Community/Twinbrook/may05/4.pdf |
| October 2005 | Article in Twinbrook Voice | http://www.rocknet.org/Community/Twinbrook/oct05/4.pdf |
| October 2005 | Article in Twinbrook Voice | http://www.rocknet.org/Community/Twinbrook/oct05/5.pdf |
| October 2005 | Meeting at Twinbrook Library with business and property owners. | <ul style="list-style-type: none"> • Letter to each owner. • Flyers distributed to each business. |
| December 2005 | Meeting at City Hall with commercial property owners. | <ul style="list-style-type: none"> • Letter of invitation to each owner. • Follow up letter with copy of presentation to each owner who did not come to meeting. |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|------------------------|---|---|
| December 2005 | Meeting at City Hall with industrial property owners. | <ul style="list-style-type: none"> • Invitation to each owner. • Follow up letter with copy of presentation to each owner who did not come to meeting. |
| January 2006 | Article in Twinbrook Voice | http://www.rocknet.org/Community/Twinbrook/jan06/2.pdf |
| Summer 2006-ongoing | Liaise with MNCPPC planning staff. | Maintain email and telephone contact. Attend joint meetings and MNCPPC Twinbrook Sector Plan briefings. |
| October 24 2006 | City of Rockville Traffic and Transportation Commission | Staff briefed Traffic and Transportation Commission on Draft TN Plan transportation recommendations. (City Hall) |
| October 25 2006 | North Bethesda Transit Management District meeting | Staff gave brief overview of Draft TN Plan recommendations. (Lockheed Martin Conference Center, North Bethesda) |
| November 9 and 16 2006 | <p>Two open public community meetings, at Meadow Hall and Twinbrook Elementary Schools</p> <ul style="list-style-type: none"> • Displays of main Draft Plan elements staffed by Advisory Group members • Presentation and Q&A session by staff and Advisory Group members. • Copy of Draft Plan Executive Summary for each | <ul style="list-style-type: none"> • Rockville Reports – articles in English and Spanish. • Press release through the Public Information Office. Two articles in The Gazette November 8 and November 15, 2007. • Postcard mailing to every address within the two Planning Areas. • Letter enclosing Staff Draft Executive Summary sent to every commercial and industrial property owner in the Planning Areas. • Flyers in English and Spanish distributed by members of the Twinbrook Neighborhood Plan Advisory Group. • Flyers in English, Spanish, Korean and Chinese distributed to neighborhood business owners, Twinbrook Library and the Twinbrook Community Center. • Email through the Neighborhood Services listserv. • Announcement on the City's webpage. • Announcement on Channel 11. |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|-------------------|---|---|
| | <p>visitor. (Visitors advised Draft Plan available on-line early Dec. 2006.)</p> <ul style="list-style-type: none"> Postage-paid comment forms for each visitor. | |
| November 14, 2006 | City of Rockville Environment Commission | Staff briefed Environment Commission on Draft TN Plan environmental recommendations. |
| November 30, 2006 | TNPAG Meeting | Advisory Group reviews comments received from Community Meetings. Endorses Draft Twinbrook Neighborhood Plan. |
| December 8 2006 | Draft Twinbrook Neighborhood Plan posted on-line. | Draft Plan at: http://www.rockvillemd.gov/masterplan/twinbrook/index.html Copies of Draft Plan available free of charge at City Hall. |
| December 13 2006 | Presentation of Draft Plan to Joint Worksession Mayor and Council and Planning Commission. | <ul style="list-style-type: none"> Press release through Public Information Office. Televised Mayor and Council meeting. Agenda at: http://www.rockvillemd.gov/government/mc/agendas_minutes/2006/4006.htm |
| January 24, 2007 | City of Rockville Planning Commission – Briefing on Draft Plan | <ul style="list-style-type: none"> Televised Planning Commission meeting. Agenda at: http://www.rockvillemd.gov/government/commissions/pc/2007/0207.htm |
| January 29 2007 | Charlas Community Group Meeting at Twinbrook Elementary School | Staff briefing to community group, in Spanish, on Draft Twinbrook Neighborhood Plan. |
| February 5, 2007 | Question on timing of Draft TNP Public Hearing at Citizens Forum. | Televised Mayor and Council meeting. |
| February 12, 2007 | Discussion item on Draft TNP Public Hearing | Televised Mayor and Council meeting. Agenda at: http://www.rockvillemd.gov/government/mc/agendas_minutes/2007/0507.htm |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|-----------------------------|--|---|
| February 14, 2007 | Article: “Council tables talk on Twinbrook plan” | Article in The Gazette Rockville edition |
| February 21, 2007 | Article: “War of words surfaces again over Twinbrook plan” | Article in The Gazette Rockville edition. |
| February 21, 2007 | Planning Commission Meeting/Public Hearing | <ul style="list-style-type: none"> • One-third page advertisements in The Gazette, Rockville edition February 7 and 14, 2007 • Announcement on the City’s webpage, with link to Draft Plan. • Postcards sent to every mailing address in the two Planning Areas. • Copies of Draft Plan available free of charge at City Hall. Copies also available at Twinbrook and Rockville Libraries and the Twinbrook Community Center. • Featured in “Cityline” on Channel 11. • Televised Planning Commission meeting. Agenda at: http://www.rockvillemd.gov/government/commissions/pc/2007/0307.htm |
| February 23 – March 1, 2007 | Article: “Rockville revises plan for Twinbrook” | Article in Washington Business Journal |
| February 28, 2007 | Article: “Twinbrook plan held for revisions.” | Article in The Gazette Rockville edition. |
| March 28, 2007 | City of Rockville Planning Commission – Staff briefing on outreach proposal. | <ul style="list-style-type: none"> • Televised Planning Commission meeting. Agenda at: http://www.rockvillemd.gov/government/commissions/pc/2007/0207.htm |
| April 4, 2007 | Article: “City staff will reach out for further input on Twinbrook plan” | Article in The Gazette Rockville edition. |
| April 2007 | Twinbrook Neighborhood Plan Website updated | <ul style="list-style-type: none"> • Citizens can comment on the Draft Plan on-line. • Citizens can sign up to receive emails. |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|---|--|---|
| April 2007 | Outreach letters | <ul style="list-style-type: none"> • Follow-up letter to the more than 300 respondents to the 2004 survey. • Letters in English and Spanish to Twinbrook community associations and organizations. |
| April 29, 2007 May 15 and 31, 2007 | <p>Open House at Glenview Mansion Co-sponsored with TCA and BECA.</p> <p>Open Houses at Rockville High School. Co-sponsored with TCA and BECA.</p> <ul style="list-style-type: none"> • Copy of full Draft Plan, handouts and postage paid comment forms for each visitor. • Explanatory displays and maps staffed by Advisory Group members and staff. • Discussion session. | <ul style="list-style-type: none"> • Announcement on the City's webpage, with link to Draft Plan. • Postcards sent to every mailing address in the two Planning Areas. • Announcements in The Gazette. • Copies of Draft Plan available free of charge at City Hall. Copies also available at Twinbrook and Rockville Libraries and the Twinbrook Community Center. |
| Spring 2007 | Small Group Meetings | <ul style="list-style-type: none"> • Twinbrook Forest HOA • Cambridge Walk I and II HOA • Halpine Village subdivision. |
| June 13, 2007 | City of Rockville Planning Commission – Staff update on outreach proposal. | <ul style="list-style-type: none"> • Televised Planning Commission meeting. Agenda at: http://www.rockvillemd.gov/government/commissions/pc/2007/0207.htm |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|----------------------------|---|---|
| June 20, 2007 | Article: “Chairman tired of ‘negative’ comments.” | The Gazette, Rockville edition. |
| September and October 2007 | Article: “Twinbrook Neighborhood Plan Heads Back to Planning Commission” | Rockville Reports. Carried in English and Spanish. |
| September 26, 2007 | Public Hearing Notice | The Gazette, Rockville Edition, A Section |
| September 28, 2007 | Public Hearing Notice | El Tiempo Latino. Notice in Spanish |
| September 28, 2007 | Public Hearing Notice | Washington Hispanic. Notice in Spanish |
| September 28, 2007 | Public Hearing Notice postcards | Postcard, in English and Spanish, mailed to each household in the two Planning Areas. |
| September – November 2007 | Public Hearing Notice | TRC-11 Bulletin Board. Posted in English and Spanish |
| October 1, 2007 | Press Release: “Twinbrook Neighborhood Plan Heads Back to Planning Commission...” | Press release through City Public Information Office |
| October 3, 2007 | Article: “Hearings on Twinbrook Neighborhood Plan set” | The Gazette, Rockville Edition, City Hall Report. |
| October 10, 2007 | Planning Commission Public Hearing | Televised Planning Commission Public Hearing. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2007/1707.htm |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|-------------------|--|---|
| October 17, 2007 | Article: "Residents decry proposed TNP. Some urge adoption, but others say process lacked adequate outreach" | The Gazette, Rockville Edition. |
| October 19, 2007 | Website updated: email to Listserve | Website updated to include Draft Concepts for Veirs Mill Road commercial area and Lewis Avenue industrial areas. Email to listserve giving link to webpage: http://www.rockvillemd.gov/masterplan/twinbrook/index.html |
| October 23, 2007 | Letter to commercial and industrial property owners. | Letter conveying relevant Draft Concept presentation board; link to webpage; information on Public Hearing and information and link to Zoning Revision webpage. |
| October 29, 2007 | Public Hearing Notice postcards | Postcard, in English and Spanish, mailed to each household in the two Planning Areas. |
| October 30, 2007 | Public Hearing Notice | The Gazette, Rockville Edition, A Section |
| November 2007 | Article and picture: "Twinbrook Neighborhood Plan Public Hearing Nov. 4." | Rockville Reports |
| November 2, 2007 | Public Hearing Notice | El Tiempo Latino. Notice in Spanish |
| November 2, 2007 | Public Hearing Notice | Washington Hispanic. Notice in Spanish |
| November 7, 2007 | Community Meeting, Twinbrook Library | Community meeting attended by approx. 30 residents of the McAuliffe Drive area, together with representatives from the Twinbrook Shopping Center, Twinbrook Mart and City Police, Code Enforcement, Neighborhood Resources and Planning staffs. |
| November 14, 2007 | Planning Commission Public Hearing | Televised Planning Commission Public Hearing. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2007/1707.htm |
| November 20, 2007 | Historic District Commission Staff briefing. | Televised Historic District Commission. |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|-------------------|---|---|
| November 27, 2007 | Meeting and staff briefing | Twinbrook Mart property owners. |
| November 28, 2007 | Planning Commission Worksession Chapters 1 and 2. | Postponed |
| December 12, 2007 | Article “Twinbrook plan on tap today” | The Gazette, Rockville edition |
| December 12, 2007 | Planning Commission Worksession Chapter 3 and Historic Resources. | Televised Planning Commission Worksession. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2007/1707.htm |
| January 2008 | Notice | Rockville Reports |
| January 9, 2008 | Planning Commission Worksession Chapter 4 – Industrial areas | Televised Planning Commission Worksession. Postcards sent to residents in the Lewis Avenue industrial area. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2008/reports/0108twinbrook.pdf |
| February 2008 | Article | Rockville Reports |
| February 13 2008 | Planning Commission Worksession Chapter 4 – Commercial Areas and Chapter 5 - Transportation | Televised Planning Commission Worksession. Postcards sent to residents in the Veirs Mill Road commercial area. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2008/reports/0213twinbrook.pdf |
| February 27, 2008 | Article: “Discussion continues on Twinbrook Plan” | The Gazette, Rockville edition. |
| March 2008 | Article | Rockville Reports |
| March 12, 2008 | Planning Commission Worksession, Chapter 6 – Environment, Chapter 7 – | Televised Planning Commission Worksession. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2008/0708.htm |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|-----------------------|---|--|
| | Community Facilities etc. Chapter 8 - Implementation | |
| March 26, 2008 | Planning Commission Worksession. Outstanding issues on Chapter 4. | Televised Planning Commission Worksession. Postcards sent to residents in the Veirs Mill Road commercial and Lewis Avenue/Ardennes Avenue industrial areas. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2008/1008.htm |
| April 2008 | Article | Rockville Reports |
| April 16, 2008 | Article: “Planning Commission Worksession on Twinbrook next week” | “Rockville Central” blog. http://www.rockvillecentral.com/search/label/twinbrook |
| April 23, 2008 | Planning Commission Worksession. | Televised Planning Commission Worksession. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2008/1708.htm |
| April 30, 2008 | Article: “Planning Commission putting final touches on Twinbrook Plan” | The Gazette, Rockville Edition |
| June 9, 2008 | Website updated, email to listserve | |
| June 11,2008 | Planning Commission Recommendation | Televised Planning Commission. Agenda on-line at: http://www.rockvillemd.gov/government/commissions/pc/2008/2108.htm |
| June 11, 2008 | Article: “Neighborhood Plan nearly complete” | The Gazette, Rockville Edition |
| June 18, 2008 | Article: “Commission recommends approval for Twinbrook” | The Gazette, Rockville Edition |
| September 24, 2008 | Public Hearing Notice | The Gazette, Rockville Edition. Spanish page A19, English page A20. |

Draft Twinbrook Neighborhood Plan

Attach 4

Communications/Outreach Initiatives

| | | |
|--------------------|--|--|
| September 29, 2008 | Public Hearing notification | Postcards, in English and Spanish, mailed to every address in the two Planning Areas. Postcards also sent to each commercial and industrial property owner. |
| October 2008 | Article in English and Spanish | Rockville Reports |
| October 2008 | Announcement of Public Hearing | BB message on TRC11. |
| October 1, 2008 | Public Hearing Notice | The Gazette, Rockville Edition – in English and Spanish. |
| October 1, 2008 | Article “Council to hold public hearing on Twinbrook plan” | The Gazette, Rockville edition – City notes. |
| October 8, 2008 | Article “Council to hold public hearing on Twinbrook plan” | The Gazette, Rockville edition – City notes. |
| October 13, 2008 | Mayor and Council Public Hearing | Televised Mayor and Council Public Hearing. Agenda and video of Public Hearing available at: http://www.rockvillemd.gov/government/mc/index.htm |
| October 15, 2008 | Article “Controversy swirls around Twinbrook plan” | The Gazette, Rockville edition – page A-8 |
| October 29, 2008 | Article “Future of construction business up in the air” | The Gazette, Rockville edition – page A-8 (Article about TNP recommendations/Planning Commission action on the Taylor property at 5946 Halpine Road) |
| November 5, 2008 | Letter to the Editor from Tracy Pakulniewicz-Chidiac | The Gazette, Rockville edition – page A-28 “Additional facts for Twinbrook planning story” |
| November 19, 2008 | Article “New zoning rules nearly ready for a vote” | The Gazette, Rockville edition – page A-9 Reference to TNP recommendations regarding the Twinbrook Mart. |